



AdvoCare to Host Meet & Greets with Roush Fenway Driver Trevor Bayne at Six Races in 2017

PLANO, TX (February 24, 2017) – [AdvoCare International L.P.](#), will continue as the anchor partner for Roush Fenway Racing’s No. 6 Ford Fusion during the 2017 NASCAR® Cup Series – a multi-year partnership renewed in November 2016. AdvoCare’s Spark® Mobile, along with local Distributors will host driver Trevor Bayne during six races in the display zone while also providing attendees the opportunity to learn more about the health and wellness company.

“AdvoCare’s partnership goes beyond just my racing. The entire Roush Fenway team enjoys the products and uses them to stay healthy both on and off the track,” said Bayne. “I am excited to continue our partnership with AdvoCare and have the chance to interact with fans, while introducing them to the products we love at AdvoCare’s Spark Mobile.”

Races featuring the Spark Mobile in 2017 include:

- Daytona, Fla. on February 26
- Phoenix, Ariz. on March 19
- Richmond, Va. on April 30
- Michigan, Mich. on June 18
- Watkins Glen, N.Y. on August 6
- Kansas City, Kan. on October 22

At the Spark Mobile, fans can sample [Spark](#), AdvoCare's keystone product, while also learning more about the company – including the recently launched [Preferred Customer Program](#) – a great way to buy the products at an immediate 20 percent discount.

“All of AdvoCare's premier nutritional products are designed to help people reach their goals, whether it's pursuing boosted energy, weight loss or general wellness,” says Allison Levy, AdvoCare's Executive Vice President and Chief Legal Officer. “We are thrilled to bring the Spark Mobile out to several NASCAR® races this year and continue the great partnership with Trevor Bayne and Roush Fenway Racing.”

AdvoCare has partnered with Roush Fenway and Bayne since 2014, first in the NASCAR Xfinity Series and subsequently the NASCAR Sprint Cup. While partnering for half a season in 2017, AdvoCare is just as committed to helping Trevor and Roush Fenway in their race for the cup and will be the anchor sponsor at the following races: Daytona, Fla., Phoenix, Ariz., Autoclub, Calif., Martinsville, Va., Bristol, Tenn., Richmond, Va., Talladega, Ala., Charlotte All Star Race, N.C., Dover, Del., Michigan, Mich., Sonoma, Calif., Pocono, Pa. Watkins Glen, N.Y., Darlington, S.C., New Hampshire, N.H., Charlotte, N.C., Kansas, Kan., and TMS, Texas.

About Roush Fenway Racing

Roush Fenway Racing is the winningest team in NASCAR history, fielding multiple teams in NASCAR Sprint Cup Series and NASCAR XFINITY Series competition with drivers Ricky Stenhouse Jr., Trevor Bayne, Ryan Reed, Chris Buescher and Bubba Wallace. Moving into its 30th season, Roush Fenway is a leader in driver development, having launched the careers for many of the top drivers in the sport. Off-track, Roush Fenway is a leader in NASCAR marketing solutions, pioneering motorsport's first team-focused TV show and producing multiple award-winning digital and experiential marketing campaigns. Roush Fenway is co-owned by Jack Roush, the winningest team owner in NASCAR history and Fenway Sports Group, parent company of Major League Baseball's Boston Red Sox and English Premier League's Liverpool F.C. Visit [RoushFenway.com](#), circle on Google+, become a fan on Facebook and Instagram and follow on Twitter at @roushfenway.

About AdvoCare International, L.P.

At AdvoCare, We Build Champions® through physical and financial wellness. Backed by the most credible scientific research and internationally recognized Scientific and Medical Advisory Board, AdvoCare offers premium nutritional, weight-management and sports-performance products. In addition, AdvoCare empowers Independent Distributors with an industry-leading business opportunity and world-class training and business tools. AdvoCare is a family-owned company founded in 1993 and is headquartered in Plano, Texas. For more information about AdvoCare visit [www.advocare.com](#). Be sure to like us on [www.facebook.com/advocare](#) and follow us on Twitter - [@AdvoCare](#).

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